

Key

In this Key
Extra funding opens more
adult education, literacy doors

Plus

Workers with certified skills



WORKFORCE ISSUES

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New workforce resources for employers on Web

Six cities will have access to localized information by the end of April

By Janet Williams Hoover, Communications Director

Kentucky employers now have access to one of the most comprehensive workforce development resources available on the Internet. And there's a bonus — the information will be localized for 27 cities across Kentucky.

Some examples of employer-related information on the Web sites:

- up-to-date local workforce statistics, including unemployment rates
- an on-line job order form for recruiting employees
- required state and federal posters that employers can download
- information on tax credits, wage subsidies and reporting new hires
- links to hundreds of local, state and federal agencies, local media

outlets, educational providers and other organizations

In development by the Kentucky Department for Employment Services (DES), the localized sites available by the end of April are for Louisville, Glasgow, Pikeville, Henderson, Georgetown and Lexington. Sites can be accessed through the DES Web site at www.desky.org or accessed directly by combining the name of the city with the address; for example, www.louisville.desky.org. A list of local areas soon to have sites is at the end of this article.

The sites have been designed with a second audience in mind, as well. People who are unemployed, looking for better jobs or hoping to change careers can find a wealth of

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Examples of employer-related resources on local sites

- Up-to-date local workforce statistics, including unemployment rates
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Key Issues

ADULT EDUCATION AND LITERACY

More Doors to Learning

Counties with lowest literacy rates receive additional funding to increase access for more adult learners

By Kim Saylor Brannock, Staff Writer

Funding for adult education and literacy programs has been increased by more than \$1.7 million for 64 Kentucky counties.

"The objective of this additional funding is to ensure that adequate resources are available to do a better job of providing basic instruction to every Kentuckian who needs it," said Cheryl King, Council on Postsecondary Education associate vice president and commissioner of the Cabinet for Workforce Development's Department for Adult Education and Literacy. "At the same time, we're stressing funding equity and accountability."

King said funding increases were determined by a formula based on the number of residents in each county who have low literacy levels. Nearly 1 million Kentuckians of working age have trouble reading and using numbers because of low literacy levels.

But only 50,000 Kentuckians are enrolled in adult education, which is available in every county free of charge. King wants to double that number by 2004 and then 300,000 by 2010.

"Providers of adult education are funded based on their ability to meet enrollment and performance goals," said King. "Each county eligible for foundation funding must submit an amended scope of work and budget to the Department for Adult Education and Literacy for its approval."

Senate Bill 1 passed by the General Assembly last year requires targeting of adult education and literacy services where proportions of the least-educated adults are highest in the state. This funding is part of a 20-year plan to improve and expand adult education in Kentucky.



Opportunity Grants

New Opportunity Grants are another part of the battle plan to combat low literacy and learning levels in Kentucky. Nine innovative projects are being funded across the state with the aim of serving more Kentuckians than ever before in adult education programs. The more than \$1 million

in New Opportunity Grants are being awarded for locally developed initiatives that will serve as models for the rest of the commonwealth.

Life-long learning, distance learning

Another \$1 million is allotted to

a new public communications campaign to promote life-long learning opportunities in Kentucky. The campaign will build on the "Education Pays" promotion.

Funding for information technology and distance learning will help to improve access to adult literacy programs through the Kentucky Virtual University Web site. Learning projects available through the Internet will allow students to access adult education and literacy services at their convenience. Technology and distance learning will help combat the two most frequent barriers to continuing education — time and transportation.

Find more information about adult education at www.state.ky.us/agencies/wforce/ and www.cpe.state.ky.us/.

Nearly 1 million Kentuckians of working age have trouble reading and using numbers because of low literacy levels ... only 50,000 Kentuckians are enrolled in adult education

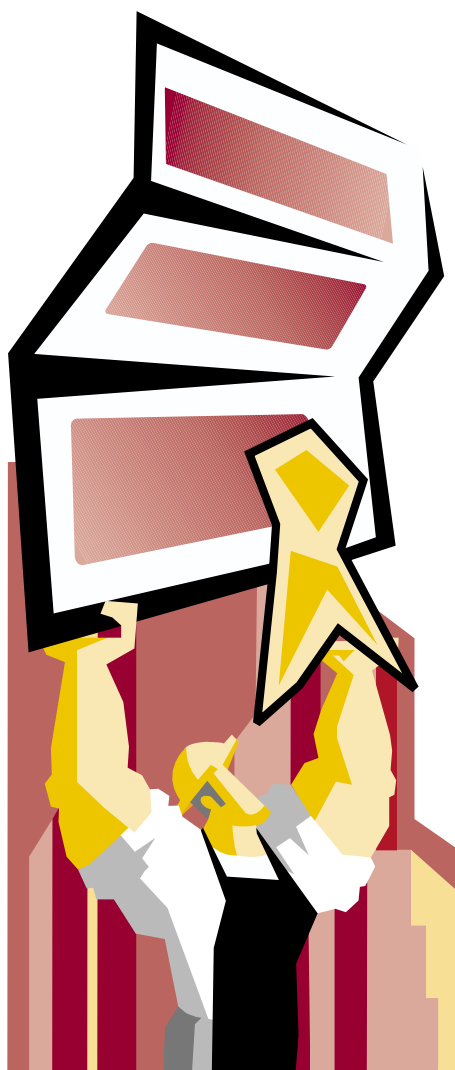


Peggy Greenwald, left, director of the Winchester-Clark County Literacy Council, with a student.

EDUCATION AND TRAINING

21st Century Certified

State government and Kentucky's business community have teamed to certify workers and students in manufacturing skills necessary for the 21st century workplace



Thanks to a state government partnership with the commonwealth's business community, Kentucky has become a leader in certifying workers' and students' manufacturing skills.

Developed by business and industry, the Kentucky Manufacturing Skill Standards (KMSS) certification program combines employer needs with education and training to strengthen economic and workforce development efforts in the state.

"Kentucky is recognized as a national leader in developing and implementing manufacturing skill standards," said Gov. Paul Patton. "In fact, the standards developed by Kentucky are expected to become a national model.

"But more importantly, together with business and industry, we've created a significant economic and workforce development tool that will reap benefits for years to come."

In today's ever-changing and globally competitive business environment, companies need workers with proven skills. KMSS provides this assurance to employers.

"The development of these standards has been business-driven from the start," said Associated Industries of Kentucky Vice President Vince Senior, a former plant manager for Reynolds Metals in Kentucky and Virginia. "Look beyond the manufacturing emphasis and you'll see that these are skills any employer would like."

... we've created a significant economic and workforce development tool that will reap benefits for years to come." — Gov. Paul E. Patton



Cabinet for Workforce Development Secretary Allen D. Rose, left, presents a Manufacturing Skill Standards Certificate to J.M. Mattingly. He was one of 50 Nelson County area manufacturing employees who lost their jobs due to layoffs but completed the KMSS program, which assesses and expands the skills of laid-off employees.

KMSS also provides a benchmark to be used by the Cabinet for Workforce Development's Department of Technical Education in its high-school

level technical schools. The standards will be used by the Kentucky Community and Technical College System (KCTCS) and the Kentucky Department of Education

in developing education and training programs.

Employers who want more information about KMSS should call Emil Jezik, commissioner, Department of Technical Education, at (502) 564-4286. Information is also available at www.aik.org/kmss.html.

Photo courtesy of Associated Industries of Kentucky

Key Issues

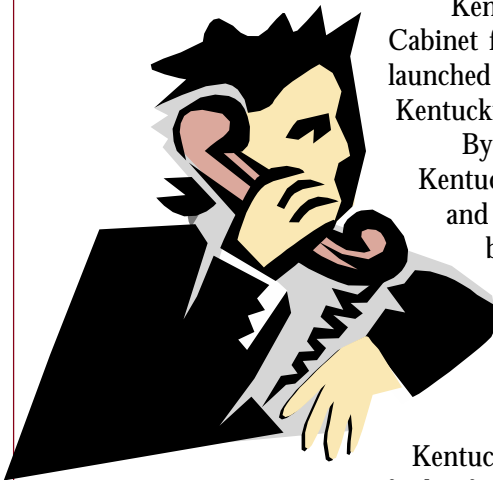
SERVICES FOR PEOPLE WITH DISABILITIES

Free calls, easier access

Two departments that serve people with hearing or visual disabilities have established new toll-free phone numbers

New toll-free numbers make information more accessible to Kentuckians with disabilities. (See list at right.)

Getting valuable information on resources and services over the telephone just got easier and less expensive for Kentuckians with visual or hearing disabilities.




Kentucky's Department for the Blind in the Cabinet for Workforce Development has launched a new toll-free information line for Kentuckians with visual impairments.

By dialing 1-877-KYBLIND (592-5463), Kentuckians can get information on resources and services available to people who are blind or have visual impairments. The toll-free number was recommended by the Kentucky Department for the Blind State Rehabilitation Council to improve services to consumers.

"This service is valuable to Kentuckians because with one call they can find information relating to vision when they need it and in an easy manner. We've had callers ask a variety of questions such as how to get a guide dog or Braille cookbook to the status of legislation or information about eye diseases. If we don't have an answer then we find out," said Denise Placido, commissioner of the Department for the Blind.

Toll-free phone lines also have been installed in Kentucky Department of Vocational Rehabilitation offices that have rehabilitation counselors for the deaf (RCD), so that clients with hearing impairments can keep in touch with their counselor at no cost.

In addition, the new phone lines will be answered directly by TTYs to improve customer service by lessening confusion for users. TTYs are small typewriter like devices that allow two individuals to communicate with one another over a standard telephone line by typing text back and forth.

"We're excited about the new phone lines because our rehabilitation counselors serve many counties and this improvement will allow deaf and hard of hearing consumers to connect with their counselors directly without having to pay long distance charges. Also, in the past we've had some technical difficulty answering TTYs because the lines were not dedicated to them but these new phones lines will take care of those problems," said Patty Conway, program administrator for Deaf and Hard of Hearing Services for the Department of Vocational Rehabilitation. 

Toll-free numbers



Murray DVR Office –
1-877-873-4833 (TTY) –
Leah Hart, RCD

Owensboro DVR Office – 1-800-
241-5821 (TTY) – Donna Brown,
RCD

Bowling Green DVR Office – 1-800-
246-6193 (TTY) – Jan Slaughter,
RCD

Louisville DVR Office – 1-888-325-
4180 (TTY) – Laura Herman, RCD

**Lexington DVR Office, Harrodsburg
Road** – 1-888-990-9094 (TTY) –
Janis Friend, DeafBlind Coord.

**Lexington DVR Office, Industry
Road** – 1-888-990-9098 (TTY) –
Ed McChord, RCD

Covington DVR Office – 1-800-250-
5693 (TTY)– Carol Leonhart, RCD

Danville DVR Office – 1-888-325-
2538 (TTY) – Julie Hayden, RCD

Corbin DVR Office – 1-800-267-
9297 (TTY)– Sherry West, RCD

Morehead DVR Office – 1-866-744-
5632 (TTY) – Mark Poston, RCD

Paintsville DVR Office – 1-877-600-
6111 (TTY) – Carl D. Perkins
Comprehensive Rehabilitation Center

Frankfort, DVR Central Office –
1-888-420-9874 (TTY)

NEWS TO USE: RESOURCES

Guide for thousands of services

KyCARES online directory lists employment assistance and human services

Kentuckians looking for employment assistance and human services have a new Internet tool to help them find information quickly.

This resource is www.KyCARES.net, which is an online directory of information on a wide range of services from employment and training to child care, housing, food and transportation.

The directory lists more than 47,000 services of local, state and federal agencies. It's available from any computer with Internet access.

Kentucky is one of the first states to develop an online directory of employment and human services. KyCARES.net is a joint project of several state agencies — the cabinets for Workforce Development, Health Services, Families and Children, Transportation, Justice and the Department of Education.



Required posters are free

Some employers have paid for kit featuring posters

No one would knowingly pay for something they can get free. But many employers are not aware that federal labor law posters they are required to display in the workplace are available free of charge from the Kentucky Department for Employment Services.



Some Kentucky employers have received advertisements for "Kentucky State Compliance Kits" featuring the posters. As a result, some employers are paying up to \$100 to a private supplier for something they can get from state government for free.

For more information about the posters or assistance with what posters are required for posting, contact your local Department for Employment Services (a list of local offices is on the Web at www.desky.org/locoff/locoff.htm) or call Brad McGill at (502) 564-7095 or 1-800-562-6397.



Key coming out bimonthly

New format, more timely

Key Workforce Issues now will be published every other month for more timely delivery of news and resource information.

The Key won't look the same either. It will be in a tabloid-size format in full color.

Watch for the next issue, which will come out in June.

Key Issues

TECHNICAL EDUCATION

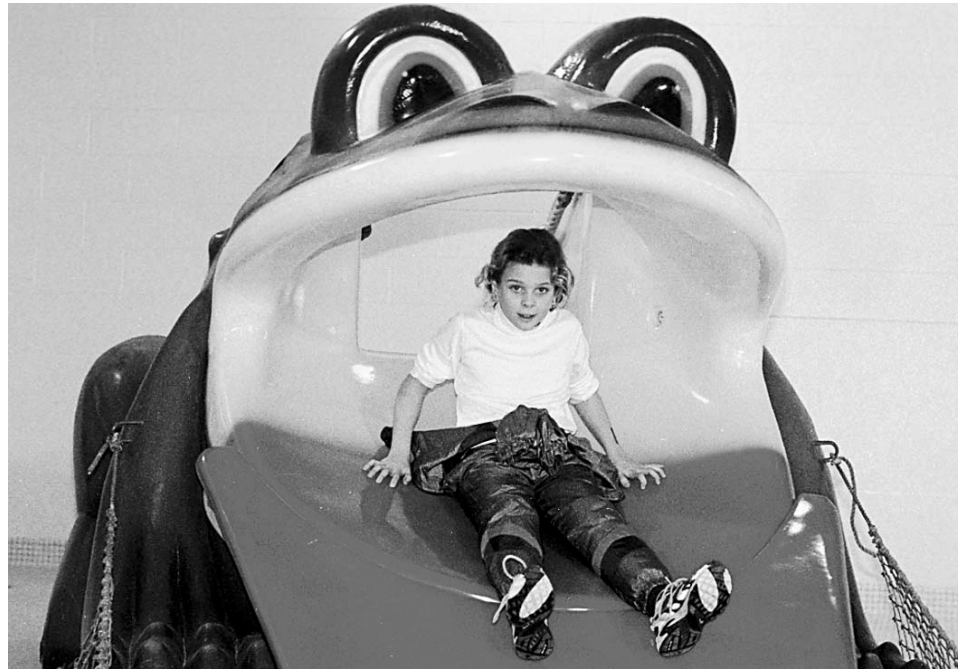
Feeling Centered

A Shelby County ATC class galvanized its leadership skills to promote the building of a community recreational hub. The result — a \$5 million family activity center.

By Mary Ann Scott,
Managing Editor

In 1998, Dee Maynard, a Junior Achievement volunteer, asked students in the Business Principles class at the Shelby County Area Technology Center (ATC) to develop a Junior Achievement project that would require the broadening of leadership skills and that would make an impact on their county.

She asked them what their community needed; they told her that there was nothing for local youth to



The Clear Creek Family Activity Center celebrated its first anniversary in early April. This youngster enjoyed the frog slide, one of many center activities for children. (All photos associated with this story were provided by the Shelby Sentinel newspaper.)

do. The students said a family activity center could help fill that void.

"The county Parks and Recreation Board had plans on the drawing board for a center," said Debbie Anderson,

principal of the Shelby County ATC. "But there were still questions about whether it was really needed."

Students took the initiative to sell the center to the Shelbyville City ➡

Amway, National Junior Achievement recognize Shelby County students

The Shelby County Business Principles class that mounted a successful campaign for a community family activity center was acknowledged by the National Junior Achievement (JA) organization and Amway International last year.

The class of 25 students was one of five groups nationwide that was recognized for outstanding JA work.

Amway International donated \$2,500 to the Shelby County ATC in honor of their accomplishment.



Shelby County ATC's 1998 Business Principles class: row 1, (l.-r.), Chris Brown, Amy Mowery, Abby Bemiss, Ashley King, and Jason Bruner; row 2, B.J. Garrett, Michael Madison, Jarrett Berry, Krista Harmon, Paula Payton and April Moore; row 3, Jordan Haydon, Jonathan Thurman, Candance Rogers, Angela Cook, teacher, and Emily Lisby; row 4, Wesley Wells, Bryan Glover, Eric Elander and Robert Stoner

Council and the Shelby County Fiscal Court.


They created a survey and then polled Shelby County High School students about the idea. They led a door-to-door petition drive across the county and acquired the needed number of signatures. Finally, they presented their "build it and they will come" findings to the city and county governing bodies.

Because of the students' efforts, funding for the center was approved. In April 2000, the Clear Creek Family Activity Center opened its doors and has been busy ever since. "This center

has been really successful — more so than people thought," said Anderson.

Center activities run the gamut from basketball and swimming to kayak lessons and yoga classes.

Anderson said that the experience has led former ATC students back to her classrooms. "They were very excited when this all happened," said Ander-

son. "Even though several students involved in the project have graduated, some come back to tell other classes about Junior Achievement and the experience (they) gained from this project." 



Clear Creek Family Activity Center's indoor, year-round swimming pool

Governor proclaimed Career and Technical Education Week



Gov. Paul E. Patton proclaimed Feb. 11-17 as Career and Technical Education Week. With him during the announcement at the Capitol were (l. r.): Emil Jezik, commissioner, Department for Technical Education; Elizabeth Bullock, state advisor, Kentucky's Health Occupation Students of America (HOSA); Katie Sigmond, HOSA state historian, Lee Co. Area Technology Center (ATC); Gov. Patton; Julie Garland, HOSA state vice president, Somerset Community College; Virginia Keiser, a HOSA advisor, North Laurel High School; and Allen D. Rose, secretary, Cabinet for Workforce Development.



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CHANGE OF ADDRESS REQUESTED

Sites

cont. from front page

valuable information. For this audience, the sites include:

- access to current job listings
- addresses and street maps for all local DES offices
- questions and answers on unemployment insurance benefits
- a Virtual Workshop Center


A core team led by Pam Keibler of the Louisville local office is developing the sites. Keibler says one of the most exciting elements of the sites is the "Virtual Workshop Center."

"We realize that people don't always have the time or opportunity to attend a workshop at a local office, so we're bringing the workshops to them," Keibler said. "The virtual workshop has information on job search tips, resume preparation, cover letters, thank you letters, application completion and interviewing techniques."

Keibler says the sites have a unique feature that allows users to refresh themselves on math, spelling and grammar skills. Other states have expressed an interest in using this feature on their Web sites.

Other members of the Web development team are Tony Cagle, Henderson; Michele Belcher, Pikeville; Toddy Worley, Louisville; and Greg Jasper and Ted Pilcher, Central Office.

Besides those listed above, cities that will have localized Web sites are

Ashland, Bardstown, Bowling Green, Corbin, Covington, Danville, Elizabethtown, Frankfort, Harlan, Hazard, Hopkinsville, Madisonville, Mayfield, Maysville, Middlesboro, Morehead, Owensboro, Paducah, Prestonsburg, Somerset and Winchester. 

Training and ReEmployment now a department

The Cabinet for Workforce Development's Office of Training and ReEmployment is now the Department for Training and ReEmployment, and Bill Gaunce has been named department commissioner.

In announcing the change, Secretary Allen Rose cited DTR's responsibility in overseeing the administration of the Workforce Investment Act. He also referred to Gaunce's 25 years in employment and training programs.

"Bill has a significant track record in the employment and training profession and is recognized as a

national expert in the area," Rose said. "He has been instrumental in Kentucky's implementation of WIA."

Training and ReEmployment administers Workforce Investment Act Title I funds for disadvantaged Kentuckians and dislocated workers. The staff has statewide responsibilities in planning, monitoring, technical assistance, financial management, information systems, procurement and audit resolution. The department is also responsible for guidance and oversight of employment and training programs in 11 local workforce investment areas. The department's current budget is nearly \$63 million. 